

# MEAT SNACKS CONSUMPTION: ASPECT THAT THE CONSUMER LOOKS FOR TO CONSIDER THEM A HEALTHY FOOD

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# INTRODUCTION



# OBJETIVE

The aim of this work was to study snack consumption and to analyse in snacks and meat snacks, which consumers' preferences are considered as healthy.

# MATERIAL AND METHODS

- Online survey.
- Participants: 234
- 63,8% women
- 36,2% men
- 18 - 74 years old.




# MATERIAL AND METHODS


- Survey
  - Snack most frequently consumed


meat snack


snack


¿Cuál de los siguientes SNACKS suele consumir con mayor frecuencia? (máximo 5 opciones) \*


frutas 

verduras 


cárnicos 


lácteos 


pastelería 


frutos secos/semillas 


¿Cuál de estos SNACKS CÁRNICOS suele consumir con mayor frecuencia? (máximo 3 opciones) \*

Sticks o palitos de carne 

Fuet, chorizos, salamis... 

Salchichas cocidas 

Nuggets 

carne deshidratada (jamón, lomo, jerky, cecina, tasajo...) 

Otra...

# MATERIAL AND METHODS

- Survey

- Motivación of consumption

meat snack

snack

- LIKERT SCALE
- 7. Very important
- 6....
- 5....
- 4....
- 3....
- 2....
- 1. Not important

| Dimension      | Motivation                     |
|----------------|--------------------------------|
| Portion size   | Small                          |
|                | Medium                         |
|                | Large                          |
| weight control | High-protein                   |
|                | It helps to lose weight        |
|                | It satiates me                 |
| Convenience    | Low-calories                   |
|                | It can be consumed anywhere    |
|                | It can be consumed at any time |
|                | No preparation required        |
| Special needs  | To snack                       |
|                | Vegetarian                     |
|                | Gluten-free                    |
|                | Lactose-free                   |

| Dimension            | Motivation                              |
|----------------------|---|
| Acceptability        | I have an appetite for it               |
|                      | It tastes good                          |
|                      | I like it,<br>I enjoy it                |
| Habits               | I am used to eating it                  |
|                      | I consume it normally                   |
|                      | It is familiar to me                    |
| Satiety / hunger     | It gives me energy                      |
|                      | It fills me up                          |
|                      | It helps me to hold on until the next   |
|                      | It takes away my hunger                 |
| Convenience          | It satiates me                          |
|                      | Quick to get / buy                      |
|                      | Easy to store at work / home            |
| Sociability          | Can be purchased nearby my work         |
|                      | I can eat it with people/accompanied    |
|                      | To spend time with other people         |
| Mood                 | It can be shared                        |
|                      | It helps me if I am sad or depressed    |
|                      | It makes me feel good if I'm frustrated |
| Indulgence/ pleasure | It helps me to fight stress             |
|                      | I want to cheat myself                  |
|                      | As a reward                             |

# MATERIAL AND METHODS

- Survey
  - How frequency do you consume it?
  - Can the snacks be considered as healthy food?
  - Is this aspect decisive in the purchase and consumption of it?
  - What characteristics you look for in a healthy snack?

# RESULTS AND DISCUSION

- Most consumed snacks

|                    |               |
|--------------------|---------------|
| fruits             | 67,9 %        |
| dairy              | 53,8 %        |
| Nuts or seeds      | 53 %          |
| coffee             | 50,9 %        |
| cookies            | 31,2 %        |
| <b>Meat snacks</b> | <b>28,6 %</b> |

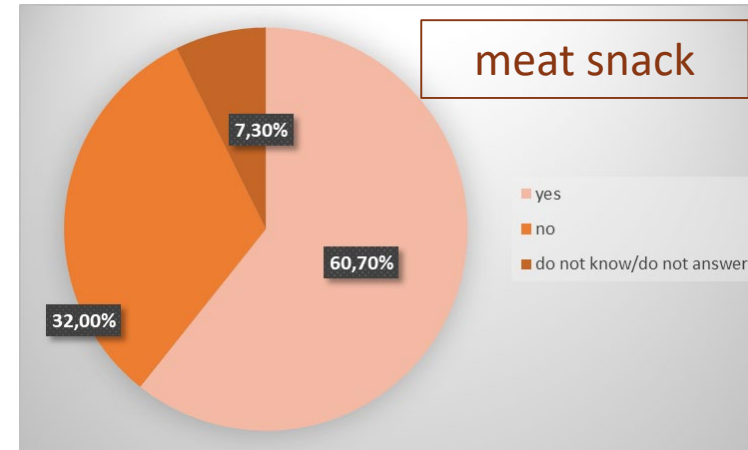
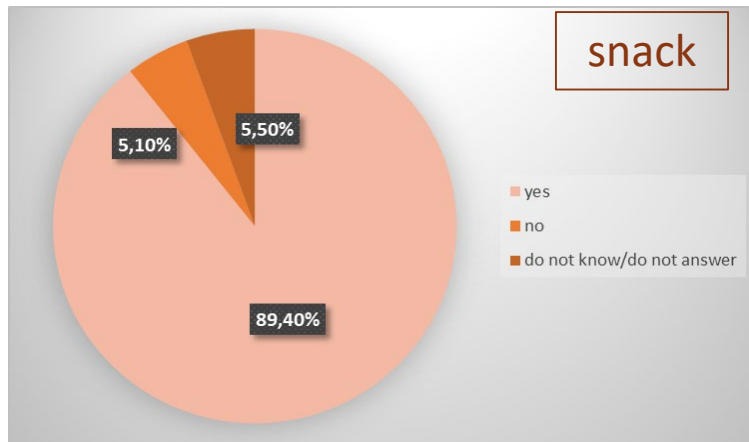


|  |        |
|--|--------|
| dehydrated meat (ham, loin, jerky, etc.)     | 53.8 % |
| cooked sausages                              | 39.7 % |
| products such as fuet, chorizo, salami, etc. | 31.2 % |
| nuggets                                      | 25.2 % |
| meat sticks                                  | 14.5 % |

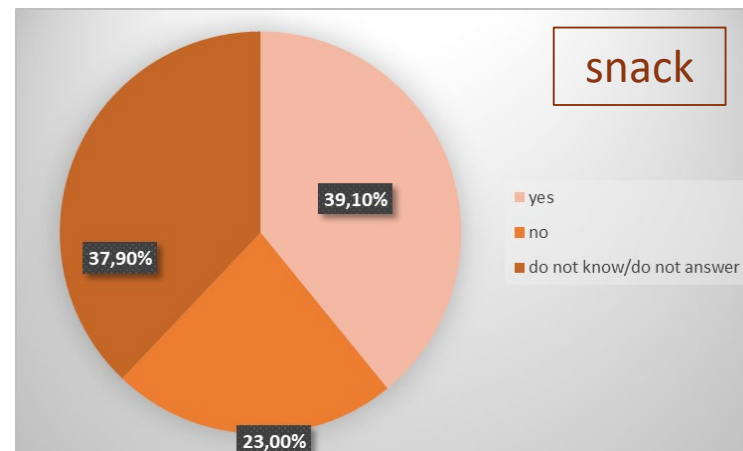


# RESULTS AND DISCUSSION

- Can the snacks be considered as healthy food?

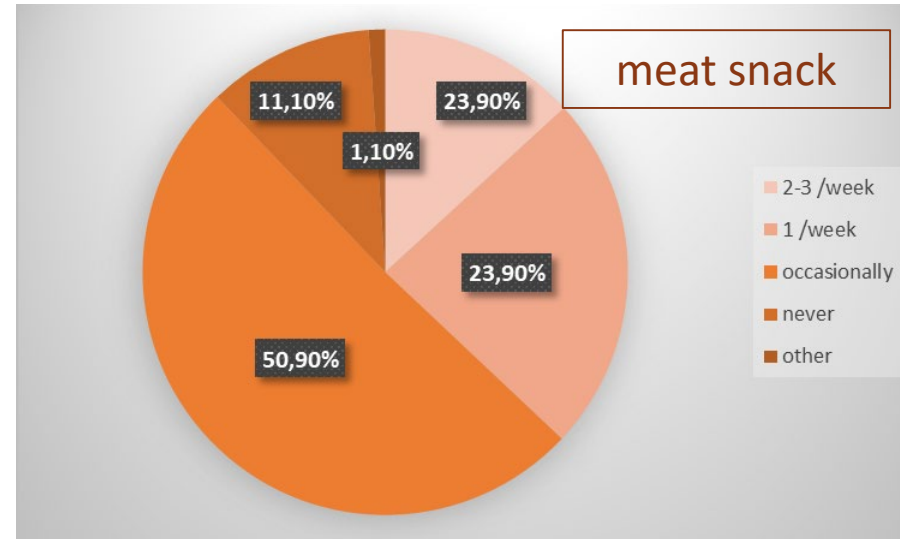
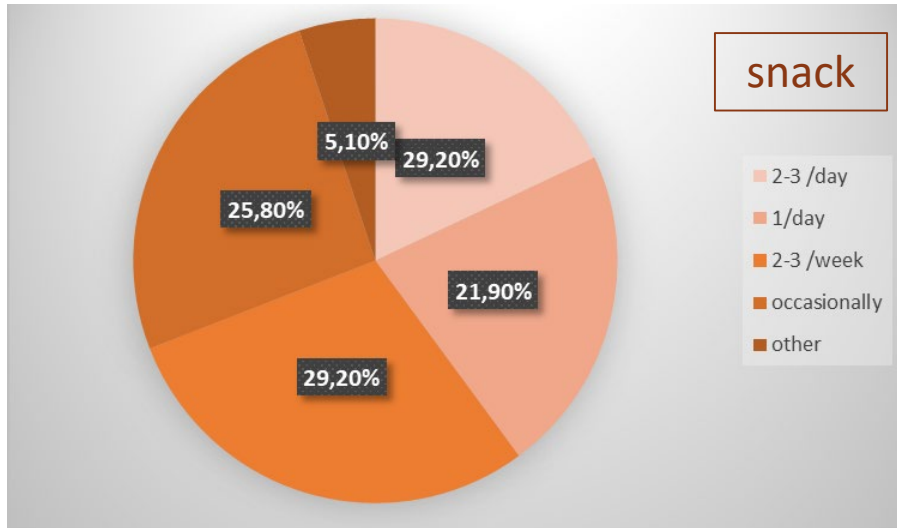


- Is the healthy nature of a snack the key in purchase and consumption choices?



# RESULTS AND DISCUSSION

- Frequency of consumption?



# RESULTS AND DISCUSION

## Motivations

snack

| Dimension      | Motivation                     | Motivation score (1)      | Alfa-Cronbach | P-value |
|----------------|--------------------------------|---------------------------|---------------|---------|
| Portion size   | Small                          | 3.50 ± 0.14 <sup>a</sup>  | 0.68          | < 0.01  |
|                | Medium                         | 3.39 ± 0.13 <sup>a</sup>  |               |         |
|                | Large                          | 2.83 ± 0.13 <sup>b</sup>  |               |         |
| weight control | High-protein                   | 4.48 ± 0.14 <sup>a</sup>  | 0.86          | < 0.01  |
|                | It helps to lose weight        | 3.87 ± 0.14 <sup>c</sup>  |               |         |
|                | It satiates me                 | 4.35 ± 0.14 <sup>ab</sup> |               |         |
|                | Low-calories                   | 4.03 ± 0.14 <sup>bc</sup> |               |         |
| Convenience    | It can be consumed anywhere    | 5.13 ± 0.13 <sup>a</sup>  | 0.89          | < 0.01  |
|                | It can be consumed at any time | 5.22 ± 0.13 <sup>a</sup>  |               |         |
|                | No preparation required        | 5.03 ± 0.13 <sup>a</sup>  |               |         |
|                | To snack                       | 4.35 ± 0.14 <sup>b</sup>  |               |         |
| Special needs  | Vegetarian                     | 2.55 ± 0.13 <sup>ab</sup> | 0.85          | < 0.05  |
|                | Gluten-free                    | 2.40 ± 0.13 <sup>b</sup>  |               |         |
|                | Lactose-free                   | 2.82 ± 0.14 <sup>a</sup>  |               |         |

(1) mean ± individual standard error. Different letter in the same dimension are significantly different as determined by LSD test (p<0.05).

# RESULTS AND DISCUSION

## Characteristics that consumers mentioned to consider as a healthy snack

| snack |   |       |
|-------|---|-------|
|       | that improve health (functional)                  | 30.3% |
|       | low in sugar                                      | 27.7% |
|       | low in fat  | 13%   |
|       | high in vitamins and minerals                     | 7.8%  |
|       | high in protein                                   | 7.4%  |
|       | high in fiber                                     | 6.5%  |
|       | low in salt                                       | 3.5%  |
|       | high in omega-3 fatty acids                       | 2.6%  |
|       | high content in proteins of plant origin          | 0.4%  |
|       | low content of nutrients with high risk to health | 0.4%  |
|       | high content of nutrients in general              | 0.4%  |

# RESULTS AND DISCUSSION

## Motivations

Meat snack

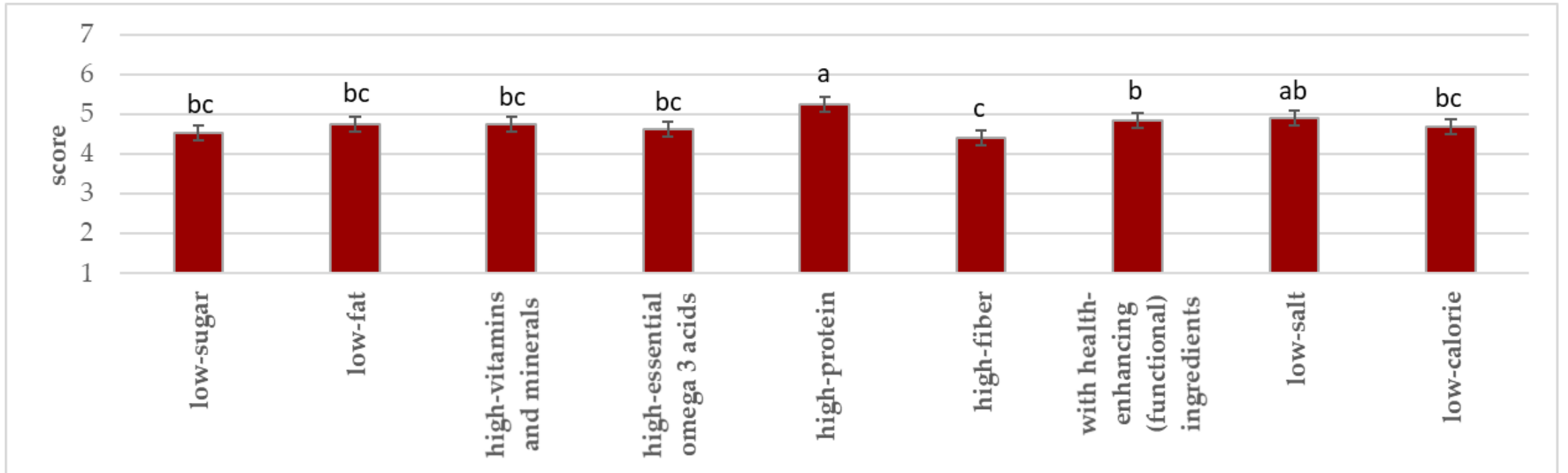
| Dimension            | Motivation                              | Motivation score (1)     | Alfa-Cronbach | P-value |
|----------------------|---|--------------------------|---------------|---------|
| Acceptability        | I have an appetite for it               | 4.32 ± 0.14 <sup>a</sup> | 0,96          | 0,07    |
|                      | It tastes good                          | 4.76 ± 0.14 <sup>a</sup> |               |         |
|                      | I like it,                              | 4.66 ± 0.15 <sup>a</sup> |               |         |
|                      | I enjoy it                              | 4,36 ± 0.14 <sup>a</sup> |               |         |
| Habits               | I am used to eating it                  | 3.71 ± 0.15 <sup>a</sup> | 0.94          | 0.14    |
|                      | I consume it normally                   | 3.48 ± 0.14 <sup>a</sup> |               |         |
|                      | It is familiar to me                    | 3.88 ± 0.14 <sup>a</sup> |               |         |
| Satiety / hunger     | It gives me energy                      | 3.44 ± 0.13 <sup>b</sup> | 0.95          | < 0.05  |
|                      | It fills me up                          | 3.92 ± 0.14 <sup>a</sup> |               |         |
|                      | It helps me to hold on until the next   | 4.03 ± 0.14 <sup>a</sup> |               |         |
|                      | It takes away my hunger                 | 4.12 ± 0.14 <sup>a</sup> |               |         |
|                      | It satiates me                          | 3.91 ± 0.14 <sup>a</sup> |               |         |
| Convenience          | Quick to get / buy                      | 4.27 ± 0.14 <sup>a</sup> | 0.95          | 0.86    |
|                      | Easy to store at work / home            | 4.18 ± 0.15 <sup>a</sup> |               |         |
|                      | Can be purchased nearby my work         | 4.17 ± 0.15 <sup>a</sup> |               |         |
| Sociability          | I can eat it with people/accompanied    | 4.24 ± 0.15 <sup>a</sup> | 0.95          | 0.73    |
|                      | To spend time with other people         | 4.08 ± 0.15 <sup>a</sup> |               |         |
|                      | It can be shared                        | 4.16 ± 0.14 <sup>a</sup> |               |         |
| Mood                 | It helps me if I am sad or depressed    | 2.43 ± 0.12 <sup>a</sup> | 0.97          | 0.93    |
|                      | It makes me feel good if I'm frustrated | 2.38 ± 0.12 <sup>a</sup> |               |         |
|                      | It helps me to fight stress             | 2.42 ± 0.12 <sup>a</sup> |               |         |
| Indulgence/ pleasure | I want to cheat myself                  | 4.00 ± 0.15 <sup>a</sup> | 0.87          | < 0.01  |
|                      | As a reward                             | 3.30 ± 0.15 <sup>b</sup> |               |         |

(1) mean ± individual standard error. Different letter in the same dimension are significantly different as determined by LSD test (p < 0.05).

# RESULTS AND DISCUSSION

## Characteristics that consumers mentioned to consider as a healthy snack

Meat snack



# CONCLUSIONS

- The most important motivations for the acquisition and consumption of snacks were those related to convenience. On the other hand, specifically for meat snacks the participants exposed the acceptability's motivations as the most crucial (it tastes good, I like, I enjoy and I have an appetite for it), above convenience and sociability dimensions.
- The most popular snacks were fruits, dairy, nuts/seeds and meat snacks. More than 50% of those surveyed consumed them from once a day to two or three times a week. As for meat snacks, the most consumed were dehydrated meats (ham, loin, jerky, etc.), but for the majority of respondents only occasionally eats. Moreover, in a healthy meat snack consumers were looking for high protein and low salt content.